

## **ABSTRACT**

SUMAIDA 2025, *Persuasive Aspects in Uatadz Das'ad Latief's Da'wah on YouTube. supervisor I: Suhartatik, M.Pd, supervisor II: Dr.Asmoni, M.Pd. Thesis, Indonesian Language and Literature Education Study Program, Republic of Indonesia Sumenep Teacher Training and Education College.*

**Keywords:** *Persuasive Aspects, Pragmatics, Da'wah Ustad Das'ad Latief*

*This research aims to describe the persuasive aspects contained in Ustad Das'ad Latief's preaching on YouTube on Ustad Das'ad Latief's YouTube account. There are three problems that are the focus of the study in this research. 1). aspects of character credibility in Ustad Das'ad Latief's preaching. 2). Logical aspects in Ustad Das'ad Latief's preaching. 3). The emotional aspects in Ustad Das'ad Latief's preaching of these three problems were analyzed using pragmatic theory (Yule 2006).*

*This research is a qualitative research using a descriptive approach, namely by describing the results of the data that has been obtained. The data that has been obtained in this research is in the form of words, forms or sentences which are studied using pragmatic studies. The data source was obtained from Ustad Das'ad's Latief preaching speech, the data collection technique was in the form of a free listening, engaging skill technique with advanced techniques in the form of downloading techniques and note-taking techniques. The data analysis method used in this research is the matching method.*

*The results of this research show that there are 25 persuasive aspect data from various 3 persuasive aspects, one of which is 7 sentences on character credibility aspects, 8 sentences on logic aspects, 10 feelings aspects in Ustadz Das'ad Latief's preaching on YouTube.*

